

WOMENSCOUNCIL.WI.GOV

· Wisconsin ·

Monday, March 12, 2014 * 11:30 PM State Capitol, Room 328NW Mary Jo Baas, Chair

AGENDA

Question to think about for later discussion: Are Board Members willing to provide financial literacy media interviews (print, radio, t.v.) in major media markets in the state such as Green Bay, Madison, Milwaukee, La Crosse, Wausau, etc. (assuming you were given briefings/talking points)?

- 1) Welcome / Introductions (10 min)
- 2) Board Business (15 min)
 - a) Election of Officers
 - b) Approval of the Minutes
 - c) Meeting Date Revisited
- 3) Guest Speaker Social Media for Messaging 12:00-12:30

Kristin "Cricket" Redman Principal Cricket Design Works Madison, WI

- 4) Project Updates 12:30-12:45
 - a) Trailblazer Awards Event Update
 - b) Open Government Web Site Project Upcoming Launch
- 5) Project Review and Planning 12:45-1:15
 - a) Financial Literacy Media Campaign
 - b) Women in Manufacturing
 - c) Human Trafficking
- 6) Board Retreat Discussion
- 7) Public Comments and Announcements

Guest Speaker Biography

Cricket grew up in Holliston, Massachusetts in the 70s, the daughter of an entrepreneurial mechanical engineer and a home economist/master seamstress and from them she got the genes to make stuff. In college she chose to study biology and art, and then design at the Rhode Island School of Design. During rough economic times she turned back to biology and got a job in environmental consulting which led her to Wisconsin to get an M.S. in Oceanography and Limnology. In grad school she enjoyed making charts, graphs, powerpoints and maps much more than she did doing stats and reading journal articles.

After a couple years back in the field as an environmental scientist she ditched that career and built up a graphic/web design portfolio and got a job at a nice agency in town. She worked there for a couple years before leaving to start her own freelance gig that evolved over the course of 10 years into the thriving studio that turns out great work for great clients. Cricket has also taught in the Graphic Design program at Madison Area Technical College and sits on the Board of Advisors for the Graphic Design Program. She also serves on the board as the Vice President for Design Madison, and speaks on creativity, design thinking and process.

Products for the Women's Council have included:

- Women's Council Logo
- Women's Council 30th Anniversary Logos
- ConnectWI Logo
- Biennial Report design
- Moving Wisconsin Forward Publication designs
- Women's Council Bookmark
- Timeline of Wisconsin Women's Political Firsts
- Posters for events and displays
- Invitations (25th and 30th Anniversary Programs)
- 30th Anniversary Coaster Designs